

FIG. 1A

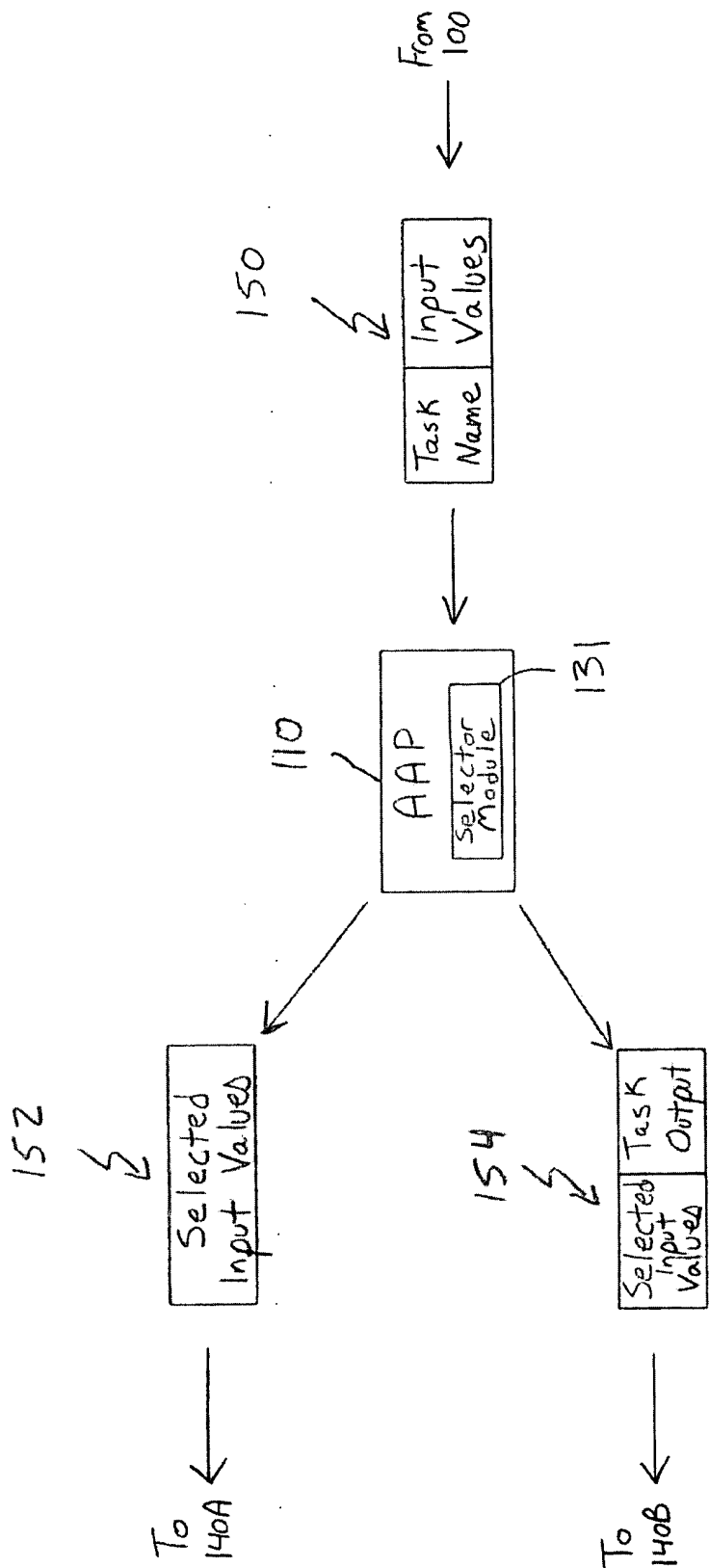


FIG. 1B

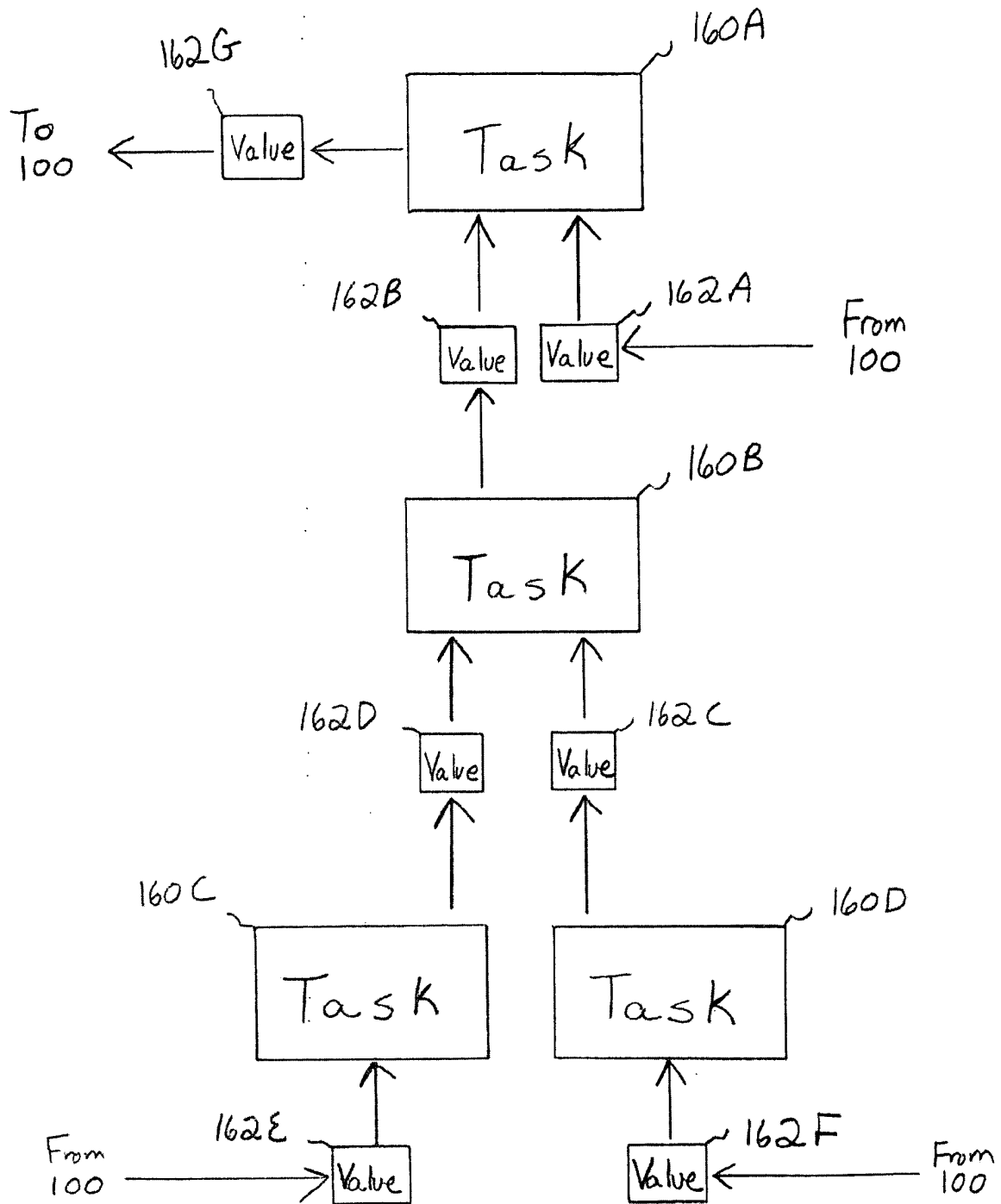


FIG. 1C

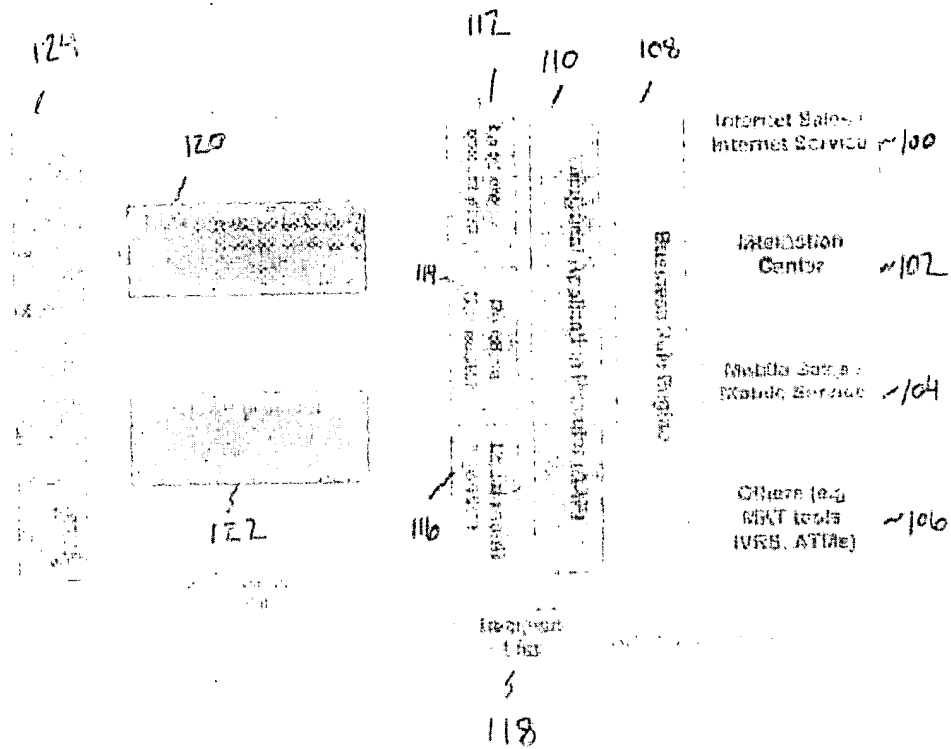


FIG. 10

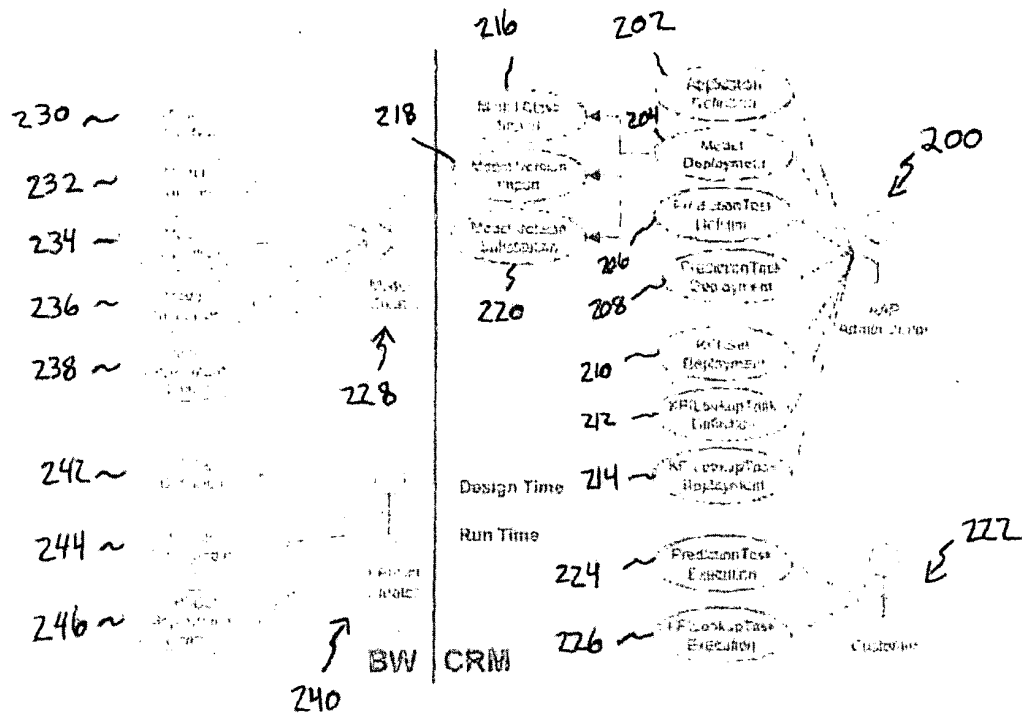


FIG. 2

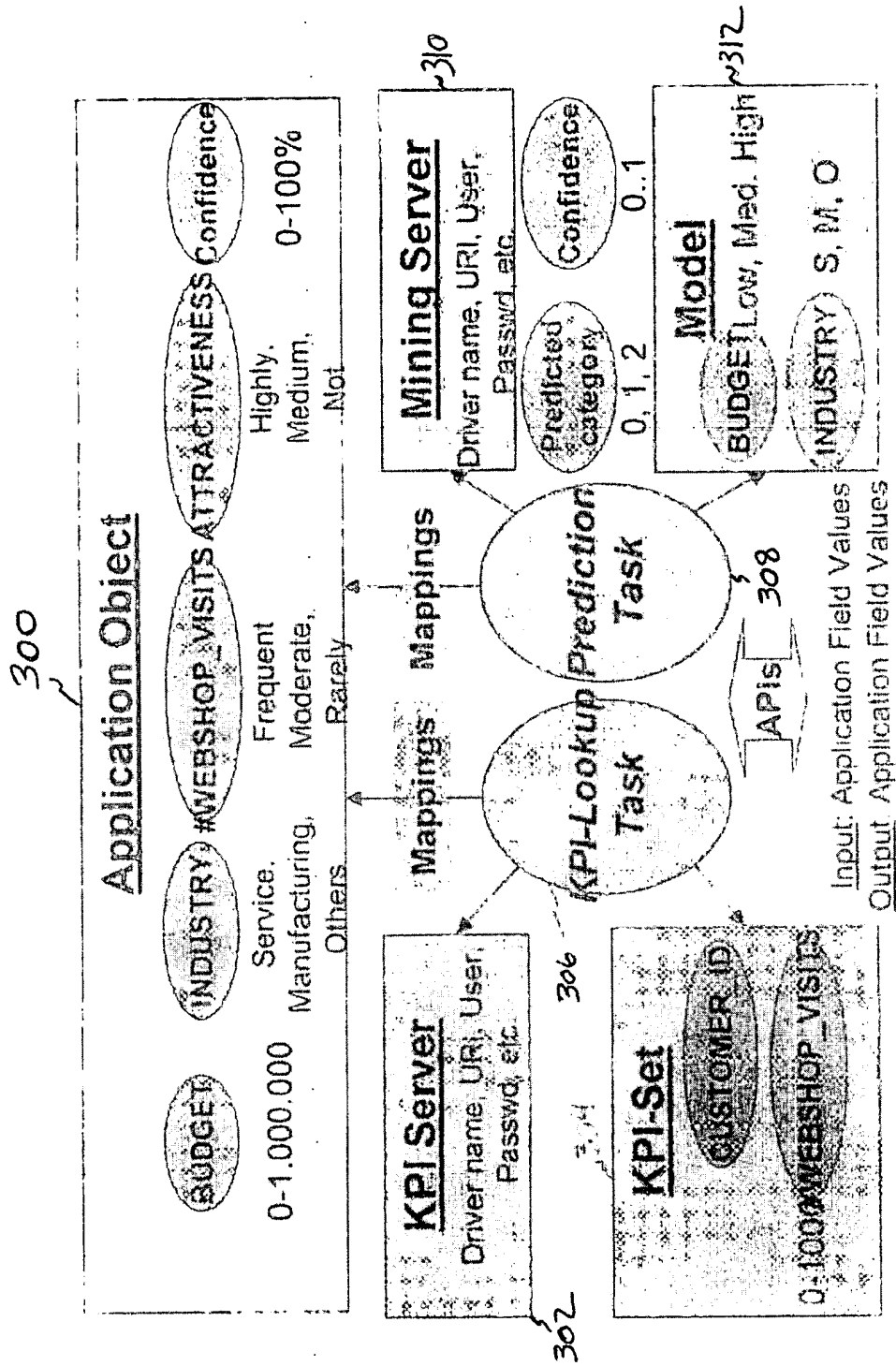


FIG. 3

400

Application Declaration

Application name: Internet Sales 402

Description: CPM Internet Sales Appl. 404

Application Fields: DEFECT AFFECT DATA 406

Name	INOUT	Data Type
BIRTH DATE	DI	Date
DISPENSE CENTER	DI	String
DISPENSE	DI	String
DISPENSE CATEGORY	OUT	String
DISPENSE LOCATION	OUT	Key

408

412

CREATE DEFECT TASK

CREATE DEFECT LOOKUP TASK

SHOW DEFECT MAPPING

FIG. 4

500

Model Class Details	
Mining Model Class	MyCustClass Classification of customers
Description:	This model classifies our customers in clusters based on profile data they have specified when they logged on to our Internet shop and trained on data taken from Customer master data.
No. of Versions	1
<u>Prediction Input Fields</u>	<u>Prediction Output Fields</u>
CUSTOMER_AGE details	PREDICTED_CLASS details
CUSTOMER_GENDER details	
CUSTOMER_CITY details	
CUSTOMER_INCOME details	

502

504

506

514

510

F-13. S-H

546 →

552

FILE SB

600

Model Class: Field Details

602

606

Mining Model Class	My Mining Model	Classification of customers	604
Version	1.0.0.1	Description: (What's the Customer?)	608
Extraction Input Field	CUSTOMER AGE	Age of customer in years (1-100)	612
PMML Type	INTEGER IS	NUMERIC	616
Data Type	Integer		620
Description	The description age of the customer in years (1-100)		

624

FIG. 6A

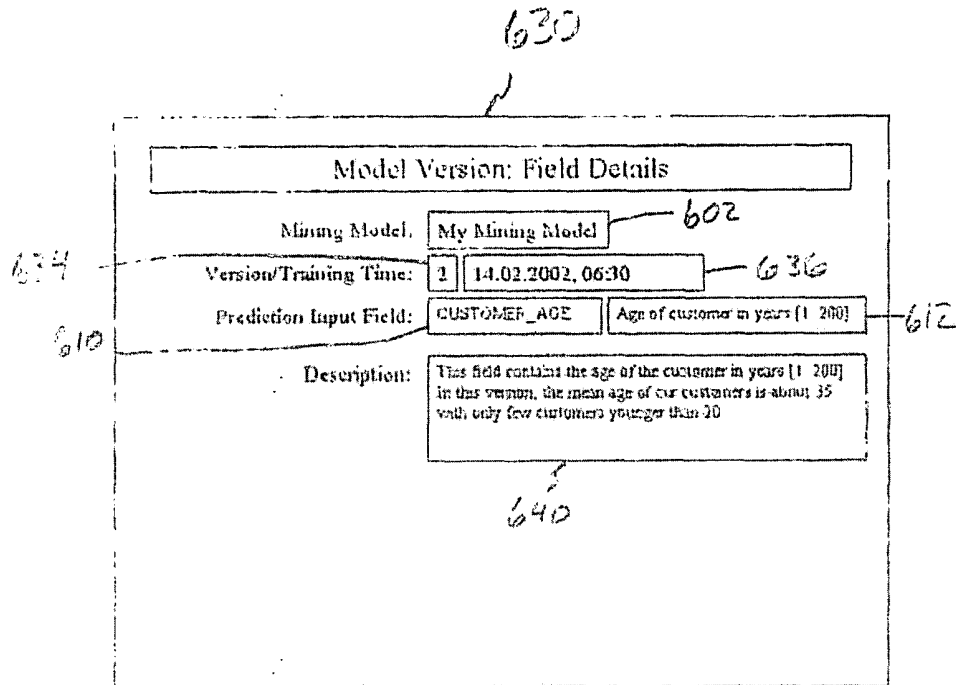


FIG. 6B

11

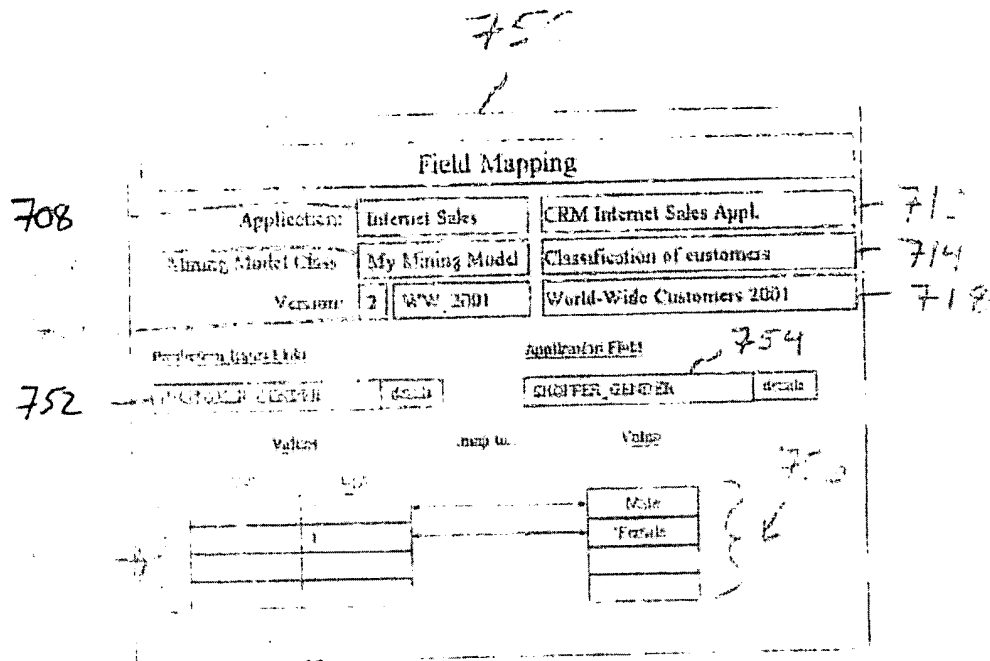


FIG. 7B

760

Prediction Task			
Name	Description	Created On	Modified On
ProcessComplainPred		5/20/14 01 PM	
Created By			
Modified By			
Application			
Model			
Prediction Server			

Field Mapping			
Field	Field Type	Description	Application Field
ACRM_BUY	Prediction Input	# of Purchases	ACRM_BUY
ACRM_COMP	Prediction Input	# of Complaints	ACRM_COMP
ACRM_INC	Prediction Input	Income	ACRM_INC
ACRM_PVAL	Prediction Input	Product Value	ACRM_PVAL
ACRM_SALE	Prediction Input	Sales	ACRM_SALE
ACRM_VAL	Prediction Input	Customer Value	ACRM_VAL
predictedCategory	Prediction Output	predictedCategory	ACRM_CS
probability	Prediction Output	probability	ACRM_CS PROBABILITY

Delivering Task	
Field	Description
NoOfPurchases_LookupTask	
NoOfComplaints_LookupTask	
CustomerValue_LookupTask	

Save Delete

706

768

770

780

777

776

774

772

FIG. 7C

800

802

KPI-Set Details

KPI-Set: REVPROF_2001 Revenue + Profit for Customers in 2001

Description: This KPI-Set contains the revenue and the profit for all customers in 2001

804

806

Key Fields	Type
CUSTOMER_ID	String

KPI Fields	Type	Online/Offline
Revenue	Real	Offline
Profit	Real	Online

812

214

CREATE CONTRIBUTION

CREATE KPI LOOKUP TASK

CREATE KPI LOOKUP TASK

REFRESH

FIG. 8

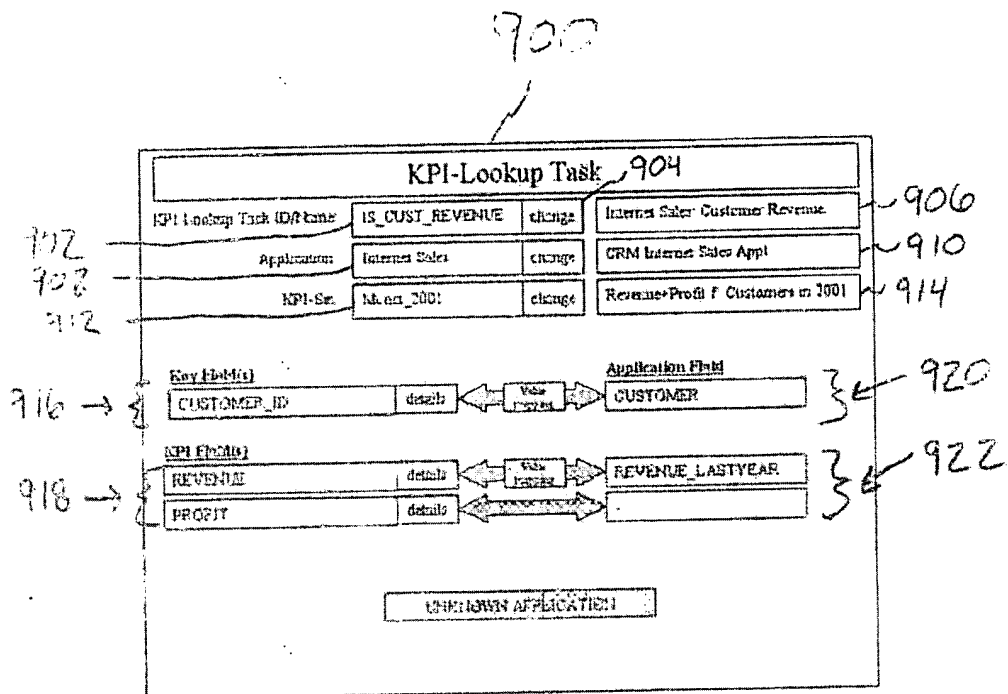


FIG. 9A

950

Web

KPI Task

902 Name NoOfPurchases_Lookup

974 Created by jraiss

976 Changed by jraiss

908 Application DemoApplication

KPI Set ZACRM_BPSET

☐ Log Active

Description

Created On 7/14/03 3:22 PM

Modified On 7/14/03 3:22 PM

Demo Application

Lookup No. of Purchases 906

970

972

910

952

912

954

956

958

960

962

964

Field Mapping

KPI Set Field	KPI Field Type	Task Field Type	Description	Application Field	Preceding Tasks	Advanced Settings
ZACRM_BP_PARTNER	Key Field	Input Key	Business Partner Number	CUSTOMER_ID		Change
ZACRM_BUY	KPI from ODS	Output KPI	Purchases	ZACRM_BUY		Change
ZACRM_COMP	KPI from ODS	Output KPI	Complaints			Change
ZACRM_SALE	KPI from ODS	Output KPI	Sales			Change
ZACRM_VAL	KPI from ODS	Output KPI	Customer Value			Change

Save
Delete

FIG. 9B